

# **Measuring the Social Impacts of Events – Resident Reactions to the North Sea Jazz Festival Cape Town**

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## **Event Sector**

- ♦ "An event can, in its broadest definition, encompass anything attracting an audience by appealing to specific tastes, desires or needs. However, in the context of travel and tourism, this broad spectrum becomes limited to that segment of the industry that is unique to a specific geographic location and is limited in duration." (Carey, 1994)
- ♦ Tourism destination managers are increasingly looking at events as an important mechanism for enhancing tourism development (Fredline, Jago & Deery, 2003)

## **Necessity for Event Research**

- ♦ Despite the increasing number of events being hosted in South Africa, there has been a dearth of research
- ♦ National government recognised that the extent and nature of these events have not been properly understood and commissioned the development of a National Event Strategy (2002)

- ◆ An analysis of the impact studies of some of these events revealed that the social and environmental impacts of events received little attention
- ◆ Few studies have specifically examined residents' attitudes toward event tourism in their community

## Social Impacts

- ◆ **Positive**
  - Shared experience
  - Building community pride
  - Increased community participation
  - Expanding cultural perspectives
- ◆ **Negative**
  - Community alienation
  - Negative community image
  - Substance abuse
  - Loss of amenities

(McDonnell, Allen & O'Toole, 1999)

## “Africa’s Grandest Gathering”

- ◆ Cultural – arts/ entertainment event
- ◆ First NSJF took place in the Hague (1976)
- ◆ Hosted in Cape Town for the first time (2000)
- ◆ Major cultural event on the Cape of Great Events Calendar
- ◆ On 10-11 April 2004 the main event was held at the Cape Town International Convention Centre
  - 4 stages - 30 international and African acts (50% split)
  - 30 000 in attendance
- ◆ Free concert on 8 April
  - Extend the reach of the event
  - Precursor to the actual event
- ◆ Cape Town Jazz Festival in 2005
  - A wholly-owned South African event

# Key Success Factors

## Collaboration

- ◆ Faculty of Management, CPUT (public sector) partnered with ERI (private sector) to undertake research
- ◆ Cooperative Research Centre for Sustainable Tourism at RMIT, Victoria, Australia provided methodological support for evaluating social impacts

## Empowerment

- ◆ Five interns from CPUT used as fieldworkers to provide student researchers with practical research experience

## Triple Bottomline Approach

- ◆ In line with National Responsible Tourism Guidelines for South Africa (2002), this approach was used to understand the impacts of the NSJF
- ◆ Social impact data captured for the **first** time at NSJF

# Results

<b>Social Fabric of Life</b>	<b>Main Concert Yes (%)</b>	<b>Free Concert Yes (%)</b>
Showcases Cape Town in a positive light	95	95
Promotes tourism in Cape Town	95	95
Promotes pride among local residents	85	91
Causes traffic congestion	56	48
Causes an increase in property values	53	55

# Obstacles Encountered

- ◆ Lack of additional funding to cover research costs
  - Limiting scope for triple bottomline evaluations
  - Surveys revised due to budget constraints
- ◆ Value of resident's perceptions not fully recognised by event organisers
  - Limiting scope of social impact data and comparisons with Australian data
  - Select questions included in survey

## Lessons Learned

- ◆ Due to event's organisers need to meet budgetary goals, emphasis is placed on the **financial** implications of events (McDonnell et al., 1999)
- ◆ It is important to consider the **social** implications of events in a community context
  - Residents indicated that the NSJF added to their quality of life and the social fabric of society
- ◆ It is imperative for event organisers/ tourism planners to consider ways to enhance **community participation** at events to ensure ongoing support
  - The organiser's strategy of hosting a free concert was successful in extending the reach of the event to local residents

## Conclusion

### Insights to contribute to a 21<sup>st</sup> Century Africa Agenda on Peace through Tourism

- ◆ Encourage a **triple bottomline** approach to event evaluations
- ◆ Encourage **public - private** sector partnerships to contribute to sustainable development
- ◆ Encourage **corporate sector – training provider** partnerships to develop research capacities and to enhance outputs

## Thank You

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